

Home Furnishings Calendar 1951

JANUARY

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HOME FURNISHINGS CALENDAR

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 * KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food;
 * G - Gardens; HF - Home Furnishings; M - Miscellaneous.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 6 10:00 A.M.- 5:00 P.M.	PRESS PREVIEW HF. This concern, which manufacturers office furniture, will hold a press party to celebrate the opening of their new offices and showrooms. A feature of the new showrooms is a group of model rooms which are office replicas in both modern and traditional decor as well as a blending of both. Open House to follow the preview will continue daily through September 19. Contact: B. T. Givaudan, Jr., Givaudan Advertising, Inc., MU. 9-6597.	MACEY-FOWLER, INC.	305 EAST 63RD STREET
Thursday Sept. 6 5:00 P.M.- 7:00 P.M.	PRESS COCKTAIL PARTY HF. A party for the press, by invitation only, will be held to mark the opening of Saks' new Gift Shop at the address above. Publicity: Faith Willcox, MU. 6-0592.	SAKS FIFTH AVENUE	14 EAST 50TH STREET
Thursday Sept. 6 5:30 P.M.	COCKTAIL PARTY FOR PRESS HF. The press is invited to attend the opening of twelve new model rooms designed by the Altman Decorating Staff which will present their collections of fine furniture: "Beacon Hill" and "Beauville". On the Seventh Floor. By invitation only. Publicity: Lois Garrett or Jeanne O'Brien, MU. 9-7000.	B. ALTMAN & CO.	34TH ST. & 5TH AVE.
Thursday Sept. 6 All Day	PRESS PREVIEW OF MODEL APARTMENT HF. (Please note this is a change of date from last announcement.) The press is invited to an all-day open house preview of a model apartment decorated by Clara Dudley, color consultant of Alexander Smith. The apartment is in the Hartsdale Building of Bryant Gardens, a new building project by Minskoff & Sons. Contact: Emily Purcell, MU. 9-1300.	ALEXANDER SMITH, INC.	BRYANT GARDENS WHITE PLAINS, N.Y.
Thursday Sept. 6- Sept. 7	REGISTRATION PERIOD HF. Candidates for admission to this school must complete admission formalities on these days. The course consists of two semesters of seventeen weeks each. Tuition for the year is \$500. Applications for admission should be made as early as possible. Address: Registrar, Parsons School of Design, 136 East 57th Street, New York 22, N.Y.	PARSONS SCHOOL OF DESIGN	136 EAST 57TH ST.
Sept. 6- Sept. 16	STRASBOURG TRADE FAIR, STRASBOURG, FRANCE. CONTACT: MR. HENRI WEBER, 9 RUE BRULEE, STRASBOURG, FRANCE.		
Thursday Sept. 6 Going on	NEW FABRICS HF. New and unusual casement cloths, textures and a group of new prints in a variety of colors are now on display. Publicity: John Moynahan & Associates, MU. 7-2545.	HAMBRO HOUSE OF DESIGN	17 EAST 54TH STREET

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Sept. 7 9:00 A.M.- 11:30 A.M.	BREAKFAST PREVIEW <u>HF.</u> Please Note Change of Date. A new group of decorative fabrics and coordinated wallpapers designed by William Pahlmann will be shown at this time. Mr. Pahlmann will be guest of honor. The event marks the 10th anniversary of the opening of these showrooms, reserved exclusively for the trade. Publicity: Philip Schuyler, Ruth Maybank, MU. 3-7950.	F. SCHUMACHER & CO.	535 MADISON AVENUE
Sept. 8- Sept. 23	<u>M.</u> INTERNATIONAL INDUSTRIES FAIR, PALAIS DES EXPOSITIONS, GHENT, BELGIUM. CONTACT: G.E. ORLEY, AM. MERCHANDISE MART, 411 FINANCE BLDG., PHILA. 2, PA.		
Sept. 8- Sept. 23	<u>M.</u> LAUSANNE TRADE FAIR, LAUSANNE, SWITZERLAND. CONTACT: COMPTOIR SUISSE, PLACE DE LA REPONNE 5, LAUSANNE, SWITZERLAND.		
Sunday Sept. 9	MRS. AMERICA CONTEST <u>HF:F.</u> On this date the 13th annual selection of Mrs. America will take place. Finalists will be judged 50% on beauty and 50% on homemaking ability including cooking, sewing, crocheting. Contestants must submit samples of sewing or chocheting in contest sponsored by The Spool Cotton Company; demonstrate the use of Simmons Hide-A-Bed in a Bedmaking contest sponsored by Simmons Company. Sept. 10-15 the winner will distribute her prize winning recipes and demonstrate homemaking hints at the Reading Fair, Fairgrounds, Reading, Pa.; Sept. 18-20 she will appear in Domestic Arts Bldg., to present blue ribbon awards in needlecraft and culinary divisions; Sept. 23-29, in Women's Bldgs., at New Jersey State Fair, Fairgrounds, Trenton, N.J., Oct. 2-7 at the New England Foods Exposition, Boston Garden, Boston, Mass. Contact: Sylvia Greene, WI. 7-9715.	MRS. AMERICA, INC.	ASBURY PARK, N.J.
Sunday Sept. 9- Sept. 15	16TH ANNUAL NEW HAVEN BETTER HOMES SHOW <u>B:HF.</u> Sponsored by the New Haven Register, the 16th Annual New Haven Better Homes Show will feature this year a 6-room ranch style house with 1265 square feet of floor space exclusive of laundry room and garage. The house will be built on the Arena floor. Plans call for it to cost approximately \$18,600. Publicity: Milton Cottler, 220 Park Street, New Haven, Connecticut.	NEW HAVEN REGISTER NEW HAVEN, CONN.	NEW HAVEN ARENA NEW HAVEN, CONN.
Sept. 9- Sept. 16	<u>HF:B.</u> NATIONAL HOME WEEK. SPONSOR: NATL. ASSN. OF HOME BUILDERS, 1028 CONNECTICUT AVE., WASH. 6, D.C.		
Sept. 9- Sept. 16	<u>M.</u> VIENNA AUTUMN FAIR, VIENNA, AUSTRIA. CONTACT: AUSTRIAN TRADE DELEGATE, 25 BROAD STREET, NEW YORK 4, N.Y.		
Sunday Sept. 9- Sept. 16	GRAND RAPIDS FASHION TIME <u>HF.</u> This association has decided to observe Home Fashion Time during this period to coincide with National Home Week, instead of from Sept. 20-29 when it is being observed by the rest of the country. Builders in the area will hold open house in new homes during the week. Contact: Millary Irwin, Grand Rapids Retail Furniture Dealers Association, Grand Rapids, Michigan.	GRAND RAPIDS RETAIL FUR- NITURE DEALERS ASSN.	GRAND RAPIDS MICHIGAN
Sept. 9- Sept. 18	<u>M.</u> COLOGNE TRADE FAIR, COLOGNE, GERMANY. CONTACT: U.S. GERMAN CHAMBER OF COMMERCE, 11 BROADWAY, NEW YORK 4, N.Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 10, 1951</u>			
Monday Sept. 10 9:45 A.M.	PRESS PREVIEW <u>HF.</u> The press will be shown McCreery's exclusive Martex "Poodle Stripes" towel on this date at 10 o'clock by invitation only. Coffee and orange juice will be served on the 2nd floor in the Big Top Restaurant. Publicity: Georgine Thomson, WI. 7-7000.	McCREERY	34TH ST. & 5TH AVE.
Sept. 10- Sept. 15	<u>HF.</u> FALL 1951 BOSTON FURNITURE SHOW, MECHANICS BLDG., BOSTON, MASS. CONTACT: M. C. O'BRIEN, 90 CANAL STREET, BOSTON, MASSACHUSETTS.		
Tuesday Sept. 11 9:30 A.M.- 11:30 A.M.	PRESS SHOWING <u>HF.</u> A Fall press showing of sheer and unlined drapery fabrics for living in "Glass Houses" will be held on this date by invitation only. Coffee will be served. Directors of this firm are Mrs. Walter S. Mack, Jr. and Miss Jean Swanson. Contact: Felice Maier, PL. 7-6454; PL. 7-8478.	FINE FABRICS & INTERIORS	14 EAST 55TH STREET
Tuesday Sept. 11 4:00 P.M.- 7:00 P.M.	PRESS SHOWING <u>HF.</u> The press will be shown how "to be at home in a hotel" on this date when a typical hotel suite furnished by designers Farkas-Baermann with Ficks Reed's "String Symphony Group" and Hampton Modern's "Commencement Group" will be displayed. Party will be in Suite 2116. By invitation only. Publicity: Harold J. Siesel, PL. 3-3790.	FARKAS-BAERMANN	HOTEL WARWICK
Tuesday Sept. 11 4:30 P.M.	PRESS COCKTAIL PARTY <u>HF.</u> The press is invited to attend a "Polkamania" cocktail party at the Princess Plastic Products Showroom, Room 1307, on this date. By invitation only. Contact: Dorothy W. Quinn, The Ullman Company, HY. 7-3700.	THE ULLMAN COMPANY	230 FIFTH AVENUE
Tuesday Sept. 11- Sept. 12 2:00 P.M.- 4:00 P.M.	PUBLIC FORUM <u>HF.</u> A two day public forum at 980 Madison Avenue will feature illustrated talks on decorations by well-known decorators and designers. Tickets for the two sessions are \$4; single tickets, \$2.50. Open to public, the trade and all decorators. Contact: Miss Helen Hutchins, Exec. Secty., 211 East 49th Street, EL. 5-3534.	AMERICAN INST. OF DEC.	PARKE-BERNET GALLERY
Sept. 11- Sept. 14	<u>HF.</u> TORONTO GIFT SHOW, KING EDWARD HOTEL, TORONTO, ONT., CANADA. CONTACT: H. W. YOUNG, 9 DUKE STREET, TORONTO, ONT., CANADA.		
Sept. 11- Sept. 20	<u>M.</u> INTERNATIONAL TRADE FAIR, UTRECHT, HOLLAND. CONTACT: L. SMILDE, 41 EAST 42ND STREET, ROOM 721, New York 17, N. Y.		
Sept. 11- Sept. 20	<u>M.</u> ROYAL NETHERLANDS INDUSTRIES FAIR, UTRECHT, HOLLAND. CONTACT: W. FRIEDHOFF, NETHERLANDS CHAMBER OF COMMERCE, 118 PARK ST., LONDON W. 1, ENGLAND.		
Wednesday Sept. 12- Sept. 27	STORE OPERATIONS CONFERENCES <u>M.</u> A series of store operations conferences to be presented by the Amos Parrish Organization has been announced by the Carpet Institute, Inc., Dates are: Sept. 12 - Hotel Commodore, N.Y.C., Sept. 13, Merchandise Mart, Chicago, Ill., Sept. 18, Merchandise Mart, San Francisco, Cal; Sept. 20, Ambassador Hotel, Los Angeles, Cal.; Sept. 25, Rice Hotel, Houston, Tex.; Sept. 27, Biltmore Hotel, Atlanta, Ga. The St. Louis conference has been cancelled. All conferences will be held at 2 P.M. Publicity: Melva Chesrown, EL. 5-7651.	AMOS PARRISH ORGANIZATION	NEW YORK, CHICAGO, ST. LOUIS, S.F., L.A.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 12- Sept. 25	F. INTERNATIONAL CANNED & PRESERVED FOODS EXHIBITION, PARMA, ITALY. CONTACT: ITAL. CHAMBER OF COMMERCE, 652 GRAND BLDGS., LONDON W.C.2, ENG.		
Thursday Sept. 13 2:00 P.M.	HAUCTION HF. An auction of unusual pieces of furniture and decorative accessories will be held by the New York Chapter of the AID on this date at 980 Madison Avenue. The items may be previewed on September 10, 11, and 12. Open to the public. Contact: Miss Helen Hutchins, Exec. Secty, EL.5-3534.	AMERICAN INST. OF DEC.	PARKE-BERNET GALLERY
Thursday Sept. 13 11:00 A.M.; 2:00 P.M.; 4:00 P.M.	PRESS PARTY AND FILM SHOWING HF. The American Premiere of the showing of a documentary film entitled, "The Doctor Ordered Clay" will be held on Sept. 13 at these hours. The film portrays the history of Royal Worcester Porcelain from the day of its founding in 1751 to the present time. The showing will be held in conjunction with an exhibit of old and new Worcester to commemorate the Bicentenary of the firm. A collation will be served. Contact: Raymond Zrike, MU. 2-2535.	WORCESTER ROYAL PORCELAIN CO., INC.	234 EAST 46TH ST. SHOWROOMS
Thursday Sept. 13- Sept. 22	CHINA & GLASS EXHIBIT HF. This store is presenting an exhibition of American-made china and fine crystal in a series of over twenty table settings. In addition china and glass craftsmen will be on hand to demonstrate and explain various techniques of their work. On the Fourth Floor. Publicity: Lois Garrett or Jeanne O'Brien, MU. 9-7000.	B. ALTMAN & CO.	34TH ST. & 5TH AVE.
Sept. 15- Oct. 1	M. MARSEILLE INTERNATIONAL TRADE FAIR, MARSEILLE, FRANCE. CONTACT: EMILE GARDEN, 15 MOORE ST., NEW YORK 4, N.Y.		
Sept. 16- Sept. 19	HF. DENVER GIFT & JEWELRY SHOW, ALBANY HOTEL, DENVER, COLORADO. CONTACT: MRS. MILDRED M. DALTON, 3832 WILSHIRE BLVD., LOS ANGELES 5, CAL.		
Sept. 16- Sept. 19	HF. FALL CHINA & GIFT SHOW, HOTEL MUEHLEBACH, KANSAS CITY, MISSOURI. CONTACT: G. L. WENNERSTROM, 2205 GRAND AVENUE, KANSAS CITY, MISSOURI.		
Sept. 16- Oct. 3	M. INTERNATIONAL FAIR, THESSALY, SALONIKA. CONTACT: FOIRE INTERNATIONAL DE THESSALONIKI, SALONIKA.		
Sept. 16- Sept. 20	HF. PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PA. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sept. 16- Sept. 22	HF. INDUSTRIAL ARTS SHOW, EASTERN STATES EXPOSITION, WEST SPRINGFIELD. CONTACT: C. A. NASH, 1305 MEMORIAL AVENUE, WEST SPRINGFIELD, MASS.		
Sunday Sept. 16- Oct. 7	CHICAGOLAND HOME AND HOME FURNISHINGS FESTIVAL B:HF. Approximately 80 new homes, many of them furnished for the event by Chicago and suburban retailers, will be exhibited throughout the Festival. On Sept. 16 a special supplement of the Sunday Tribune will be devoted to news and advertising coverage of home building, home furnishings and home appliances. The houses will be open from 12 M. to 8 P.M. on Saturdays and Sundays, and from 2 to 8 P.M. Mondays through Fridays. Contact: Information Div., Adv. Dept., Chicago Tribune, Chicago, Ill.	HOME & HOME FURN. COUNCIL CHICAGO CHICAGO TRIBUNE	ILLINOIS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 17, 1951</u>			
Monday Sept. 17 9:30 A.M.- 12:00 M.	WALLPAPER PREVIEW <u>HF.</u> A buffet breakfast will be held to introduce new wallpapers to the press on this date in the Baroque Room. By invitation only. Contact: Catherine Blondin Associates, 280 Madison Avenue, MU. 9-7360.	THE BIRGE COMPANY	BELMONT PLAZA
Monday Sept. 17	HOME FURNISHINGS SPEED READING SEMINAR <u>HF.</u> On this date a special seminar will start for people in home furnishings. The course is designed to teach better reading habits to business executives in order to increase reading speed, comprehension and retention. Sessions are two hours each, one evening per week for ten weeks. Groups are limited to ten adults. Tuition is \$65.00. Applications now being accepted. Contact: Jack Yourman, Dir., TR. 3-7056.	SPEED READING INSTITUTE	8 WEST 86TH STREET NEW YORK
Tuesday Sept. 18 9:30 A.M.- 12:00 M.	PRESS PREVIEW <u>HF.</u> New wallpaper scenics by James Seeman will be shown to the press on this date by invitation only. Publicity: Dorothy F. Wood, James Seeman Studios, PL. 9-5861.	JAMES SEEMAN	501 MADISON AVENUE
Tuesday Sept. 18 9:30 A.M.- 4:00 P.M.	PRESS PREVIEW <u>HF.</u> A first showing for the press of Format Lamps, designed and executed by Eva Stein-Rappaport, will be held. The display will be open to the public from September 19th to Oct. 6, 1 to 9 P.M. daily. Contact: Michael Lazarus, WA. 4-9220.	THE WILLOW	184 WEST 4TH STREET
Tuesday Sept. 18- Nov. 20	PUBLICITY COURSE <u>AP.</u> A ten week course in the Fundamentals of Publicity is offered on consecutive Tuesday evenings. Fee, \$15. Registration through forms available from the Publicity Club of New York, Hotel Shelton, Lexington Ave. & 49th Street, New York 17, N.Y. Contact: Rita Otway, PL. 5-4000.	PUBLICITY CLUB OF N.Y.	HOTEL SHELTON
Wednesday Sept. 19 2:30 P.M.- 5:00 P.M.	PRESS PREVIEW <u>HF.</u> A special preview of this show will be held for the press on the afternoon of Sept. 19. Cocktails will be served at 5 P.M. By invitation only. Publicity: Louise Sloane, MU. 6-0045.	NATL. HOME FURN. SHOW	GRAND CENTRAL PALACE
Wednesday Sept. 19- Nov. 21 7:00 P.M.- 9:00 P.M.	SALES TRAINING COURSE <u>HF.</u> A series of ten weekly lectures, open to retail or wholesale salespersons in the Chicago area and limited to 120, will feature talks by outstanding leaders in the floor covering field. Tuition, \$25 for members of the association; \$35 for non-members. Contact for applications: Chicago Floor Covering Assn., Room 13-159, Merchandise Mart, Chicago 54.	CHICAGO FLOOR COV. ASSN.	MERCHANDISE MART
Wednesday Sept. 19- Dec. 5 7:00 P.M.- 8:40 P.M.	MAGAZINE ARTICLE WORKSHOP <u>M.</u> A twelve-week workshop to be conducted by Beatrice Schapper on writing magazine articles for all types of periodicals - trade, special interest, professional and popular magazines - is offered. Fee is \$18 for the entire series and registration may take place up to Sept. 14 at any branch library, or by mail (enclosing check or money-order) to Extension Div., School of General Studies, The City College, Convent Ave., & 139th St., New York 31, N.Y. Contact: Beatrice Schapper, AT. 9-9369.	CITY COLLEGE, SCHOOL OF GENERAL STUDIES	CENTRAL COMM. HIGH SCHOOL, 214 E. 42ND.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 20-29	<u>HF.</u> HOME FASHION TIME, COUNTRYWIDE.		
Thursday Sept. 20- Sept. 29	HOME FASHION TIME <u>HF.</u> Several committees of members of this organization have been formed to help promote Home Fashion Time. Esther Parsons, Quantacolor Co. is chairman of the Home Fashion Time Committee. Members working on individual projects are: Louise Nickerson, Simmons Co., program committee; Dorothy Harrower, Dorothy Harrower Assoc., co-chairman of Home Fashion Time Committee and chairman of museum participation; Tamora G. Noyes, Mel Adams & Assoc., chairman of retail committee; Lillian Weiss, chairman of manufacturers' participation; Charlotte Eaton Conway, House Beautiful, chairman of appliances committee; Senora Simmonds of Beatrice West, co-chairman of buying offices participation. The Home Fashions League offers its cooperation and assistance to editors planning special Home Fashions Time editions. This part of the promotion is under the direction of Jane Floyd Buck, Carl Byoir & Assoc., chairman of the publicity committee. Contact: Josephine Brush, MU. 7-8122.	HOME FASHIONS LEAGUE, INC. 141 EAST 44TH ST.	
Thursday Sept. 20- Sept. 29	NEW COLLECTION <u>HF.</u> A new home furnishing collection of fabrics and wallpapers has been assembled for Home Fashion Time. Known as the "Museum Group" these are reproductions or adaptations of antique fabric documents, each a museum piece. Fabrics and wallpapers are available through interior decorators, the decorating departments of larger stores and leading wallpaper stores. Publicity: Philip Schuyler, Ruth Maybank, LE. 2-7800.	F. SCHUMACHER & CO.	60 WEST 40TH ST.
Sept. 20- Sept. 29	MID SOUTH FAIR, HALL OF FOODS, MEMPHIS, TENNESSEE CONTACT: LORENA ABBOTT, 1621 STERICK BLDG., MEMPHIS, TENNESSEE		
Thursday Sept. 20- Sept. 30	HOME FURNISHINGS SHOW <u>HF.</u> The Industrial Designers' Institute has planned an important display slanted toward the consumer which will occupy space on the first floor. In addition a four-foot mural extending completely around the entire mezzanine railing will tell the story of the industrial designer's place in the life of the consumer. Another interesting exhibit will be the "51 Flower Festival for Paris", a duplicate display under glass of the official flowers of the 48 States, 2 Territories and the District of Columbia which are to be presented to the City of Paris at the same time by the New York Botanical Garden. Special hours for the trade only will be daily (except for Sept. 20) from 10 A.M. to 12 Noon. Publicity: Louise Sloane, MU. 6-0045.	NATL. HOME FURN. SHOW	GRAND CENTRAL PALACE
Thursday Sept. 20 Going On	BROCHURE ON H.F. TRENDS <u>HF.</u> Simon Manges & Sons, whose rugs and carpets are sold exclusively through decorators, has conducted a nation-wide survey of current tastes and trends in home fashions through the country's decorators. The results have been compiled into a brochure that will be available to the press and to decorators on Sept. 20. The questionnaire was sent to 6000 decorators and the returns add up to an interesting, sometimes surprising, and always informative report. Tabulated in percentages for the nation, the survey is further sub-divided into regions. Accuracy and service are its keynotes. Advance copies for the press are available through Carson-Ruff; copies for decorators through Simon Manges. Publicity: Carson-Ruff Assoc., 366 Madison Avenue, MU. 2-2055.	SIMON MANGES & SON	575 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 22- Oct. 8	M. METZ FAIR AND EXPOSITION, METZ, FRANCE. CONTACT: FOIRE-EXPOSITION DE METZ, 1 AVE. DE L'AMPHITHEATRE, METZ, FRANCE.		
Sunday Sept. 23- Sept. 27 1:00 P.M.- 10:30 P.M.	14TH ANNUAL NEW HAVEN ANTIQUES SHOW AND SALE HF. This annual show which this year will feature a display of \$600,000 of antiques will be held on these dates. Publicity: Milton Cottler, 220 Park Street, New Haven, Connecticut.	MILTON COTTLER 220 PARK STREET	NEW HAVEN ARENA NEW HAVEN, CONN.
Sept. 23- Sept. 27	HF. WASHINGTON GIFT SHOW, HOTEL WILLARD, WASHINGTON, D.C. CONTACT: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, MU. 9-7147.		
Sunday Sept. 23- Sept. 30	NATIONAL WINDOW WEEK HF. National Window Week has been scheduled to coincide with Home Fashion Time. During this week, stores, magazines, radio and TV stations and newspapers will all promote Window Wear. Publicity: Kimberly Jean Wiss, Steve Hannagan Assoc., 247 Park Avenue, PL. 5-2900.	STEVE HANNAGAN ASSOC.	COUNTRYWIDE
<u>ADVANCE DATES AND NOTICES</u>			
Sept. 24- Sept. 26	M. PERSONNEL CONFERENCE, AMA, WALDORF-ASTORIA, NEW YORK. CONTACT: J. O. RICE, 330 WEST 42ND STREET, NEW YORK 18, N. Y.		
Sept. 24- Sept. 26	M. ASSOCIATION OF NATL. ADVERTISERS INC., PLAZA HOTEL, NEW YORK. CONTACT: ALICE KENNEDY, C/O ANA, 285 MADISON AVENUE, NEW YORK 17, N.Y.		
Sept. 25- Sept. 30	B:HF. WESTCHESTER BETTER HOMES EXPOSITION, WHITE PLAINS, NEW YORK. CONTACT: R. A. DURK, 201 MAIN STREET, WHITE PLAINS, NEW YORK.		
Tuesday Sept. 25- Nov. 27	FALL LECTURE SERIES HF. The Home Fashions League annual Fall Lecture Series will be held every Tuesday night at the Community Church Center at the above address. Ten panel discussions designed to appeal to all fields of home furnishings will be conducted by a group of distinguished speakers. Price of course: \$17.50, or \$2 for a single lecture. Special price to members, \$15. Contact: Josephine Brush, Home Fashions League, Inc., MU. 7-8122.	HOME FASHIONS LEAGUE	40 EAST 35TH STREET
Thursday Sept. 27- Sept. 28	TWO-DAY MARKET HF. A special two-day market event will be held on these days with the Exchange remaining open in the evening on Sept. 27 to give dealers a chance to shop in a leisurely manner. Contact: Lou Schneider, MU.5-1160.	NEW YORK FURN. EXCHANGE	206 LEXINGTON AVE.
Sept. 29- Oct. 7	M. DANBURY FAIR, DANBURY FAIRGROUNDS, DANBURY, CONNECTICUT. CONTACT: JOHN W. LEAHY, GEN.MGR., 130 WHITE STREET, DANBURY, CONN.		
Sept. 30- Oct. 4	F. SHOW OF HOSPITALITY & FINE FOODS, MUNICIPAL AUDITORIUM, KANSAS CITY, MO. CONTACT: KEITH R. KEELEY, 210 WEST 8TH ST., RM.601, KANSAS CITY, MISSOURI		
Monday Oct. 1	ENTRIES CLOSE HF. Hess Brothers has instituted a new award contest for versatility in design open to all manufacturers of home appliances, home furnishings, fabrics as well as fashions. Entry blanks may be obtained from the Awards Committee of the store and all entries must be in by October 1. Awards will be made in mid-October. Contact: Max Levine, Hess Brothers, Allentown, Pennsylvania.	HESS BROTHERS	ALLENTOWN, PENNA.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 1-2	ROSH HASHONAH (JEWISH HOLIDAY).		
Oct. 1-	<u>HF.</u> LANCASTER ANTIQUES EXPOSITION, LANCASTER, PENNSYLVANIA.		
Oct. 4	CONTACT: MRS. MABEL RENNER, 483 W. MARKET STREET, YORK, PENNSYLVANIA.		
Oct. 3-	<u>F.</u> NEW ENGLAND FOODS EXPOSITION, BOSTON GARDENS, BOSTON, MASS.		
Oct. 8	CONTACT: FRANK DUBINSKY, MGR., 71 SHARON STREET, HARTFORD, CONN.		
Oct. 4-	<u>M.</u> INTERNATIONAL PACKAGING EXHIBITION, PARIS, FRANCE.		
Oct. 14	CONTACT: DIRECTOR GENERAL, 40 RUE DU COLISEE, PARIS, FRANCE.		
Oct. 6-	<u>F.</u> GENERAL EXHIBITION FOR FOOD VICTUALS & PROVISIONS, COLOGNE, GERMANY.		
Oct. 14	CONTACT: MESSE-UND-AUSTELLUNGS, GES. M.8.H. KOLN, GERMANY.		
Oct. 6-	<u>F.</u> FOOD & HOUSEKEEPING EXHIBIT, GR. PALAIS DU CENTENAIRE, BRUSSELS, BELGIUM		
Oct. 21	CONTACT: SALON DE L'ALEMENTATION, 10 PLACE DE BOUCKERE, BRUSSELS, BELGIUM.		
Sunday	AMERICAN GLASSWARE	MACHINE TABLE & KITCHEN	SANDWICH, MASS.
Oct. 7-	JUBILEE	DIV., AM. GLASS ASSN.	AND COUNTRYWIDE
Oct. 13	<u>HF.</u> The opening of this week devoted to the promotion of glassware sales under the theme, "Glassware for Gracious Living", will be held in Sandwich, Mass. on the site of the Boston & Sandwich Glass Company Factory where the mechanization of glassmaking was launched 125 years ago. The eight participating companies are tying the Jubilee into all their advertising, and merchandising aids for retailers are available without charge from American Glassware Jubilee Committee, Room 1508, 247 Park Avenue, New York 17, N.Y. Publ.: Steve Hannagan, PL. 5-2900.		
Oct. 7-13	<u>F.</u> CRANBERRY WEEK.		
Oct. 9-	<u>F.</u> AMERICAN DIETETIC ASSOCIATION, PUBLIC AUDITORIUM, CLEVELAND, OHIO.		
Oct. 12	CONTACT: MILDRED L. EGERBERG, 620 NO. MICHIGAN AVE., CHICAGO 11, ILL.		
Oct. 10	YOM KIPPUR (JEWISH HOLIDAY).		
Oct. 10-	<u>HF.</u> SOC. PLASTICS IND., NEW ENGLAND SEC. MTGN., EQUINOX HOUSE, MANCHESTER, VT		
Oct. 11	CONTACT: LANGDON P. WILLIAMS, PR DIR., 67 WEST 44 STREET, NEW YORK 18.		
Oct. 12	COLUMBUS DAY.		
Saturday	"PACIFICA" SHOW	JACKSON FURNITURE CO.	OAKLAND, CALIF.
Oct. 13-	<u>HF.</u> "Pacifica", the coordinated design theme in home furnishings developed by this store which received the "Trail Blazer" award from the Home Fashions League this spring, will open on this date instead of October 20 so as not to conflict with the Chicago Summer Furniture Market. There will also be a dealer showing of "Pacifica" merchandise in Los Angeles on Oct. 15th. Contact: Harry Jackson, Jackson Furniture Co., Oakland, Cal.		
Going On			
Oct. 13-	<u>F.</u> NATIONAL WINE WEEK.		
Oct. 20	SPONSOR: WINE INST. & WINE ADVISORY BD., 717 MARKET ST., SAN FRANCISCO.		
Oct. 15	SUCCOTH (JEWISH HOLIDAY).		
Oct. 15-	<u>M.</u> OFFICE MANAGEMENT CONFERENCE, AMA, WALDORF-ASTORIA, NEW YORK, N.Y.		
Oct. 16	CONTACT: J. O. RICE, 330 WEST 42ND STREET, NEW YORK 18, N.Y.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Oct. 15- Oct. 18	<u>HF. NORRISTOWN ANTIQUE SHOW, CITY HALL AUDITORIUM, NORRISTOWN, PENNA.</u> <u>CONTACT: DORA E. SEELEY, MGR., AMBLER, PENNSYLVANIA.</u>		
Oct. 15- Oct. 20	<u>HF. NEW YORK ANTIQUES FAIR, 71ST. REG. ARMORY, NEW YORK, N. Y.</u> <u>CONTACT: C. J. NUTTALL, 660 MADISON AVENUE, NEW YORK 21, N.Y.</u>		
Monday Oct. 22- Oct. 27	<u>FOURTH ANNUAL SUMMER FURNITURE MARKET</u> <u>HF. Sixty members of this association are expected to exhibit in Chicago this fall. New groups and styles in every classification - wrought-iron, steel, rattan, aluminum and wood - will be shown. Publicity: Harold J. Siesel, PL. 3-3790.</u>	<u>NATL. ASSN. OF SUMMER FURNITURE MFRS.</u>	<u>MERCHANDISE MART AM. FURNITURE MART</u>

MUSEUM, GALLERY & GARDEN NEWS

Friday Sept. 7 8:00 P.M.	<u>CERAMICS TODAY</u> <u>HF. An exhibition of the work of the Ceramic Faculty of the new Ceramic Dept. of this Museum will be previewed on this date and will open to the public on September 8th. Publicity: John Gordon, NE. 8-5000.</u>		
Monday Sept. 10 Going On	<u>PRESS PREVIEW</u> <u>HF. An exhibition of textiles used in the restoration of pre-revolutionary homes will be shown to the press on this date and open to the public on Sept. 11. The textiles embrace printed chintzes and matelasses featuring late Jacobean patterns. Plain weaves such as dimity, moreen and textiles simulating hand-loomed textured homespun are also on display. Contact: John Kent Tilton, Curator, PL. 9-2070.</u>	<u>SCALAMANDRE MUSEUM</u>	<u>20 WEST 55TH STREET</u>
Tuesday Sept. 18- Sept. 19	<u>DAHLIA SHOW</u> <u>G. The annual Dahlia show of this organization will be held in the Colonnades Ballroom on these days. Contact: R.B. Farnham, PL. 7-0915.</u>		
Monday Sept. 24	<u>NEW CERAMIC WORKSHOP</u> <u>M. On this date the fall term opens at the Museum including a new ceramic workshop of fifteen classes in the making of pottery and ceramic sculpture. Other courses offered cover 61 classes in Painting, Life Drawing, Sculpture, Etching, Woodblock cutting and commercial arts. Registrations now being accepted in person and by mail. Contact: Nevins 8-4472.</u>	<u>BROOKLYN MUSEUM ART SCHOOL</u>	<u>EASTERN PARKWAY BROOKLYN, N.Y.</u>
Monday Sept. 24	<u>NEW PEOPLE'S ART CENTER</u> <u>M. On this date a new People's Art Center will open with classes for children and adults including a Fathers and Sons woodworking class as well as courses in all creative media. Registration now on, closes Sept. 14. Catalog sent upon request. Contact: Dept. of Education, Museum of Modern Art.</u>		
Wednesday Sept. 26- Nov. 1	<u>BOTANICAL COURSES</u> <u>G. Two courses of special interest are being offered. The first, commencing September 26 and continuing for 8 consecutive Wednesdays, is "Landscaping the Home Grounds," conducted by Arthur F. Murphy. The second, "Flower Arrangement", begins Thursday, October 11 and continues on Thursdays until November 1. It is conducted by Mrs. William Stickles. Contact: Dorothy E. Hansell, LU. 4-8500.</u>	<u>N.Y. BOTANICAL GARDEN</u>	<u>BRONX PARK, N.Y.</u>

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

EDITORIAL REQUIREMENTS

For CBS, 485 Madison Avenue, New York, N. Y.

News of anything new or revolutionary in the market that would be of interest to women is desired for a new program which has just started and will run all month at 12:15 P.M. Address Alice Weel.

For The Summit Herald, 22 Bank Street, Summit, New Jersey.

This newspaper needs, not later than September 8, all sorts of home furnishing copy, especially matted illustrations. They also run a weekly Suburban Home Owner's page and would like to receive material for it as a regular thing. Address Carl S. Hulett, Publisher.

For Woman's Home Companion and American Magazine, 640 Fifth Avenue, N.Y.C.
(As reported by Publicity Record)

"Your Shopping Companion" and "Buy-Ways", the shopping sections in these two magazines want gifts and gadgets of all types in all fields available through mail order only. They are interested in merchandise not normally available through retail outlets with the exception of cosmetics which are not desired. No price limitations. Send letter or release with full description of item and price; and photograph if it will aid the description. The magazines take their own photographs and if interested will ask for a sample for that purpose. Address: Maxine Rhody, Shopping Editor, Crowell-Collier Publishing Co.

For Mechanix Illustrated, 67 West 44th Street, New York 18, N. Y.
(As reported by Publicity Record)

"New for the Home", a department which features new products with gadgety or practical appeal for the home and homemakers would like releases and 8x10 glossies showing products in use if possible. Address Gilbert Paust.
"New for the Shop", a department featuring new products for the workshop, gadgets, tools, accessories, etc., would like releases and 8x10 glossies. Address Robert Brightman.

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HOME FURNISHINGS CALENDAR covers all aspects of the home: building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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The CALENDAR will furnish free to yearly subscribers an accurate list of editors who cover every phase of the home furnishings field on national trade and consumer publications. Non-subscribers pay \$25 for this list. Personnel changes and additions are published weekly. Avail yourself of this invaluable service.

* * * * *

One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

* * * * *

Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director

Alice Kline, Food Editor

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